associated with the third campaign ID may be limited to a data usage threshold of less than a particular amount (e.g., "100 Gb"), etc.

[0064] FIG. **6** is a flow chart of an example process **600** for sponsoring data usage and usage of content provider web sites and/or applications. In some implementations, one or more process blocks of FIG. **6** may be performed by identity server **230**. In some implementations, one or more process blocks of FIG. **6** may be performed by another device or a group of devices separate from or including identity server **230**.

[0065] As shown in FIG. **6**, process **600** may include receiving an identifier, associated with a user device, from a content server or from the user device (block **610**). For example, a user may utilize user device **210** to access content provided by content server **220**. In some implementations, user device **210** may access a web site, a web page, an application, etc. that includes content provided by content server **220**, and may display the content to the user. For example, the user may provide, to user device **210**, an address (e.g., URL) associated with a web page provided by content server **220**, and user device **210** may access the content via the web page and based on the address. In some implementations, the content may include embedded code that causes user device to provide a device identifier (e.g., a MDN, a MEID, an IP address, etc.) of user device **210** to content server **220** (e.g., with the permission of the user) and/or to identity server **230**. In some implementations, the device identifier may be encrypted so that content server **220** may not be able to determine the device identifier.

[0066] If user device **210** provides the device identifier to content server **220**, content server **220** may forward the device identifier to identity server **230**, along with information associated with the content. In some implementations, if the device identifier is encrypted, identity server **230** may decrypt the device identifier (e.g., based on sharing encryption keys with user device **210**). In some implementations, user device **210** may provide the device identifier to identity server **230** based on user device **210** utilizing a service (e.g., a telecommunications service, an Internet service, etc.) associated with identity server **230**. Identity server **230** may receive the device identifier of user device **210** from content server **220** and/or from user device **210**.

[0067] As further shown in FIG. **6**, process **600** may include receiving information associated with data usage by the user device (block **620**). For example, as user device **210** accesses the content from content server **220**, data usage may be accrued for user device **210**. In some implementations, user device **210** may access other content from other sources, and data usage may be accrued as user device **210** accesses the other content. In some implementations, user device **210** may generate information associated with the data usage, such as, for example, information identifying an amount of data usage by user device **210**, information identifying the content accessed by user device **210**, information identifying a date(s) when the content is accessed by user device **210**, information identifying a location(s) of user device **210** when the content is accessed by user device **210**, information identifying a time period(s) when the content is accessed by user device **210**, etc.

[0068] In some implementations, user device **210** may provide the information associated with the data usage to identity server **230**, and identity server **230** may receive the information associated with the data usage. In some implementations, content server **220** may generate the information associated with the data usage of user device **210** (e.g., since content server **220** may host sponsored content). In such implementations, content server **220** may provide the information associated with the data usage to identity server **230**, and identity server **230** may receive the information associated with the data usage. In some implementations, identity server **230** may store the information associated with the data usage of user device **210** in storage associated with identity server **230** (e.g., in memory **330**, FIG. **3**).

[0069] As further shown in FIG. **6**, process **600** may include determining whether the data usage is sponsored based on the identifier and the information associated with the data usage (block **630**). For example, identity server **230** may determine whether the data usage of user device **210** is sponsored, by a sponsor, based on the device identifier of user device **210** and based on the information associated with the data usage. In some implementations, identity server **230** may include or be associated with a data structure (e.g., data structure **520**) that includes information associated with data usage sponsorship campaigns. For example, the data structure may include IDs associated with the data usage sponsorship campaigns; sponsor information associated with the data usage sponsorship campaigns; device identifiers (e.g., MDNs, MEIDs, etc.) associated with the data usage sponsorship campaigns; and/or other information associated with the data usage sponsorship campaigns (e.g., date ranges, location ranges, etc.). Identity server **230** may compare the device identifier of user device **210** with the device identifiers provided in the data structure, and the information associated with the data usage of user device **210** with the other information provided in the data structure, in order to determine whether the data usage of user device **210** is sponsored.

[0070] In some implementations, if the device identifier of user device **210** matches a particular device identifier in the data structure, identity server **230** may identify a particular data usage sponsorship campaign associated with the particular device identifier. Identity server **230** may then compare the information associated with the data usage of user device **210** with the other information, associated with the particular campaign and provided in data structure **520**, in order to determine whether the data usage of user device **210** meets the requirements of the other information.

[0071] As further shown in FIG. **6**, if the data usage is not sponsored (block **630**—NO), process **600** may include assigning charges for the data usage to an account associated with the user device (block **640**). For example, if identity server **230** determines that the data usage of user device **210** is not sponsored, identity server **230** may assign charges for the data usage of user device **210** to an account associated with user device **210**. In some implementations, identity server **230** may determine that the data usage of user device **210** is not sponsored when the device identifier of user device **210** does not match a device identifier provided in data structure **520**. In some implementations, identity server **230** may determine that the data usage of user device **210** is not sponsored when the device identifier of user device **210** matches a device identifier provided in data structure **520**, but the data usage of user device **210** does not meet one or more of the requirements of the other information provided in data structure **520**. For example, assume that the device identifier of user device **210** is associated with a particular data usage sponsorship campaign, provided in data structure **520**. However, assume that the data usage of user device **210** occurs during a date not within a date range associated with the